MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2021/2022

BEP3014 – ENTERPRISE SYSTEMS PLANNING AND MANAGEMENT

(All Sections/Groups)

17 AUGUST 2022
9:00 AM– 11:00 AM
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of 2 pages (excluding cover page) with **4** Questions only.

2. Attempt **ALL** questions. All questions carry equal marks and the distribution of the marks for each question is given.

3. Please write all your answers in the **Answer Booklet** provided.

Structured Questions (100 Marks)

QUESTION 1

Suppose you and your friends want to establish a bike rental service at Multimedia University.

(a) You and your friends realize that you need to adopt the four nonroutine skills to optimize your business proposal. Define *abstract reasoning*, *systems thinking*, *collaboration*, and *experimentation*, and describe how these skills apply to your business proposal.

(12 marks)

(b) Discuss how the *threat of substitutes* and the *threat of new entrants* may affect your business. Include examples and strength assessment of the threats in your explanation.

(8 marks)

(c) One of your friends proposes that the bike rental business should adopt a low-cost strategy and, at the same time, provide many different bike models to potential customers. State your opinion on this suggestion.

(5 marks)

[Total: 25 marks]

QUESTION 2

Suppose you are a management executive in Shopii, a new e-commerce business in Malaysia.

(a) The e-commerce interface requires customers to type in the product quantity in the column box. The company report shows many customers keyed in the wrong quantity number, e.g., "5" to "50". Customers sometimes type in irrelevant inputs such as their name or address in the column. Suggest an information system revision to eliminate this issue.

(5 marks)

(b) Your manager suggests that a fully-automated answering system should be implemented to address customer complaints. This system will replace human customer service representatives to resolve complaints. Discuss your opinion on this proposal. Please describe the structured and dynamic process types to justify your perspective.

(12 marks)

Continued.....

(c) Describe in your words the *procedure* on how a customer would use your e-commerce application to complete a purchase.

(8 marks)

[Total: 25 marks]

QUESTION 3

Suppose Berjaya University is considering implementing an Enterprise Resource Planning system.

(a) Describe **FOUR** primary benefits of an Enterprise Resource Planning system?

(8 marks)

(b) Discuss the **THREE** categories of *people* involved with the Enterprise Resource Planning system in Berjaya University.

(12 marks)

(c) The university management is concerned about the high costs of buying hardware and software for supporting the Enterprise Resource Planning system. Describe how *cloud service* offerings can address this issue.

(5 marks)

[Total: 25 marks]

QUESTION 4

Suppose you are a Chief Information Officer at MultiCare Hospital. You recognize the significance of data analytics, robotics, and automation in optimizing healthcare.

(a) Discuss **FIVE** sources of data for analytics associated with a healthcare service. Explain how these data sources relate to optimizing healthcare services.

(15 marks)

(b) How does Big Data analytics support the cancer treatment process?

(10 marks)

[Total: 25 marks]

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